

|                                   |                                       |   |             |
|-----------------------------------|---------------------------------------|---|-------------|
| <b>Notice of References Cited</b> | Application/Control No.<br>09/846,625 | Applicant(s)/Patent Under<br>Reexamination<br>FISHMAN, ADAM |             |
|                                   | Examiner<br>Scott L. Jarrett          | Art Unit<br>3623  | Page 1 of 2 |

**U.S. PATENT DOCUMENTS**

| * |   | Document Number<br>Country Code-Number-Kind Code | Date<br>MM-YYYY | Name                 | Classification |
|---|---|--|-----------------|----------------------|----------------|
|   | A | US-5,950,172                                     | 09-1999         | Klingman, Edwin E.   | 705/26         |
|   | B | US-6,064,980                                     | 05-2000         | Jacobi et al.        | 705/26         |
|   | C | US-6,119,101                                     | 09-2000         | Peckover, Douglas L. | 705/26         |
|   | D | US-6,236,990                                     | 05-2001         | Geller et al.        | 707/5          |
|   | E | US-6,405,175                                     | 06-2002         | Ng, David Way        | 705/14         |
|   | F | US-6,826,596                                     | 11-2004         | Suzuki, Roy Satoshi  | 709/206        |
|   | G | US-2001/0034639                                  | 10-2001         | Jacoby et al.        | 705/10         |
|   | H | US-2003/0130983                                  | 07-2003         | Rebane, George J.    | 707/1          |
|   | I | US-2003/0149612                                  | 08-2003         | Berghofer et al.     | 705/10         |
|   | J | US-2004/0133463                                  | 07-2004         | Benderev, Theodore   | 705/010        |
|   | K | US-  |                 |                      |                |
|   | L | US-  |                 |                      |                |
|   | M | US-  |                 |                      |                |

**FOREIGN PATENT DOCUMENTS**

| * |   | Document Number<br>Country Code-Number-Kind Code | Date<br>MM-YYYY | Country | Name | Classification |
|---|---|--|-----------------|---------|------|----------------|
|   | N |  |                 |         |      |                |
|   | O |  |                 |         |      |                |
|   | P |  |                 |         |      |                |
|   | Q |  |                 |         |      |                |
|   | R |  |                 |         |      |                |
|   | S |  |                 |         |      |                |
|   | T |  |                 |         |      |                |

**NON-PATENT DOCUMENTS**

| * |   | Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)   |
|---|---|---|
|   | U | Kuehl, Claudia, New World of Web reviews □ □ Internet World, December 1, 1999, Volumn 5, Number 34, Pages 52-54                                 |
|   | V | Piller, Charles, Internet awash in opinions Regular consumers porting evaluations on Web sites □ □ Chicago Sun Times, December 7, 1999          |
|   | W | Terveen, Loren et al., PHOAKS: A System for Sharing Recommendations □ □ Communications of the ACM, MArch 1997, Volume 40, Number 3, Pages 59-62 |
|   | X | Deja.com - Web Pages □ □ 1999-2000, Retrieved from Archive.org April 8, 2005  |

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

|                                   |                                       |   |             |
|-----------------------------------|---------------------------------------|---|-------------|
| <b>Notice of References Cited</b> | Application/Control No.<br>09/846,625 | Applicant(s)/Patent Under<br>Reexamination<br>FISHMAN, ADAM |             |
|                                   | Examiner<br>Scott L. Jarrett          | Art Unit<br>3623  | Page 2 of 2 |

**U.S. PATENT DOCUMENTS**

| * |   | Document Number<br>Country Code-Number-Kind Code | Date<br>MM-YYYY | Name | Classification |
|---|---|--|-----------------|------|----------------|
|   | A | US-  |                 |      |                |
|   | B | US-  |                 |      |                |
|   | C | US-  |                 |      |                |
|   | D | US-  |                 |      |                |
|   | E | US-  |                 |      |                |
|   | F | US-  |                 |      |                |
|   | G | US-  |                 |      |                |
|   | H | US-  |                 |      |                |
|   | I | US-  |                 |      |                |
|   | J | US-  |                 |      |                |
|   | K | US-  |                 |      |                |
|   | L | US-  |                 |      |                |
|   | M | US-  |                 |      |                |

**FOREIGN PATENT DOCUMENTS**

| * |   | Document Number<br>Country Code-Number-Kind Code | Date<br>MM-YYYY | Country | Name | Classification |
|---|---|--|-----------------|---------|------|----------------|
|   | N |  |                 |         |      |                |
|   | O |  |                 |         |      |                |
|   | P |  |                 |         |      |                |
|   | Q |  |                 |         |      |                |
|   | R |  |                 |         |      |                |
|   | S |  |                 |         |      |                |
|   | T |  |                 |         |      |                |

**NON-PATENT DOCUMENTS**

| * |     | Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages) |
|---|-----|---|
|   | U ✓ | BizRate.com web pages<br>1997-2000, Retrieved from Archive.org April 8, 2005              |
|   | V ✓ | Productopia.com web pages<br>March 2000, Retrieved from Archive.org April 8, 2005         |
|   | W   |   |
|   | X   |   |

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.